

INGRID BERGMAN'S Greatest Romance!



LOVE! HATE! JOY! TORMENT! FEAR! PANIC! SHAME! RAGE!

ALL THE EMOTIONS
THAT DWELL IN A
WOMAN'S HEART
... AS ONLY
**INGRID
BERGMAN**
CAN PORTRAY THEM!

DAVID O. SELZNICK'S
INTERMEZZO
Starring
**INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release - Distributed by Eagle Lion Films

T H E A T R E

3 Col. Ad Mat 301—333 lines

SELLING SLANTS

DAVID O. SELZNICK — the screen's leading producer—and Ingrid Bergman—the screen's outstanding star—are the exploitation combination in "Intermezzo." They've proved again and again that they stand for the best in entertainment and the tops in grosses. Here's how to cash in on that fact:

* * *

Critic after critic has rated "Intermezzo" as "Bergman's Best" which gives you the line for your advance lobby board. Board should be illustrated with stills from the "Intermezzo" exchange set showing Ingrid expressing a variety of emotions.

* * *

A tieup with the National Safety Council, made when the picture was first released, is based on the scene in which Leslie Howard's daughter is struck down by a car and is still good. Special safety posters using this scene are available from Exploitation Manager, Eagle Lion Films, 165 W. 46th St., New York, N. Y. Space and promotion can be obtained by contacting local representative of the Safety Council who will have a letter from the head of this group on file or you can work right with the safety bureau of your own police.

* * *

The famed House of Scherk, importers of fine French perfumes, is still distributing its noted INTERMEZZO perfume in leading stores throughout the nation and has special exploitation material on hand. Contact local perfumers or write directly to Scherk Perfumes, 157 Atlantic Ave., Brooklyn, New York.

* * *

The theme music from "Intermezzo" was made into a popular song which swept the country when "Intermezzo" was first released. This number has since become a popular classic and is still a steady sheet music and record seller. Check local music stores and set up window and counter displays.



PUBLICITY

'Intermezzo' Favorite Film Of Famed Ingrid Bergman

Ingrid Bergman's favorite film is still David O. Selznick's "Intermezzo," the picture which introduced her to American audiences, the Swedish star informed interviewers recently.

Evidently a great many of Miss Bergman's fans agree with the star for "Intermezzo," a poignant love story is being brought back to the screen by popular demand. It will be seen locally starting . . . at the . . . Theatre.

"Intermezzo" was the starting point for the American career of a great actress who has been hailed many times by critics as the screen's most versatile portrayal of demanding roles.

Ingrid has delighted the world's movie fans since the release of "Intermezzo" in a series of motion pictures which have been rated equally high for both artistic content and financial success. Among her outstanding triumphs were her Academy Award-winning performance as Charles Boyer's fear-ridden wife in "Gaslight"; her depiction of the barmaid in "Dr. Jekyll and Mr. Hyde"; her portrayal of Maria in "For Whom the Bell Tolls"; her performance as the psychiatrist in "Spellbound," and her delineation of the emotion-harassed spy in "Notorious."

Mobile Features

Among the important attributes which led to the success of Miss Bergman in these films are her unusual mobility of face and emotions plus an ability to submerge herself completely in her roles, say film critics.

Two factors may be credited for these Bergman assets: first, is her rigorous training in the Royal Dramatic School of her native Sweden and, second, the patient toil of David O. Selznick who "discovered" Ingrid.

Selznick put her through an intensive course of training which included English and acting lessons before he cast her with Leslie Howard in "Intermezzo." When the film was first released the nation's critics and audiences acclaimed the birth of a great new star.

"Intermezzo" also benefited from the sensitive direction of Gregory Ratoff and the performances of a supporting cast which includes Edna Best, John Halliday and Cecil Kellaway.



Mat 1A
LESLIE HOWARD and INGRID BERGMAN co-star in David O. Selznick's "INTERMEZZO," being re-released by Eagle Lion Films starting . . . at the . . . Theatre.

Selznick Discovered Ingrid While 'Listening' to a Picture

A few years ago David O. Selznick was viewing a Swedish film in order to hear some background music which had been recommended to him for use in a forthcoming film production.

Suddenly Selznick sat up straight in his chair and began

Critic's Bouquets For 'Intermezzo'

The brilliance of Ingrid Bergman's portrayal of the heroine of David O. Selznick's "Intermezzo," opening . . . at the . . . Theatre via Eagle Lion Films re-release, is attested to by the praise it has received from important critics.

Louella Parsons recently reviewed "Intermezzo" and commented, "When you see 'Intermezzo' again you will realize that there was never anything lovelier than the young Ingrid Bergman. It's a beautiful love story, made in beautiful taste." Sheilah Graham said that Ingrid Bergman's "personality is like a breath of fresh air in the parched Hollywood desert."

In addition to these critical raves, the re-release of "Intermezzo" was made by Mr. Selznick in response to thousands of letters from Miss Bergman's admirers who agree with the star's characterization of "Intermezzo" as "my favorite motion picture role."

Selznick's haunting romance, which co-stars Miss Bergman with Leslie Howard, was directed by Gregory Ratoff.

'Eureka!'

Ingrid Bergman, star of David O. Selznick's "Intermezzo," being re-released starting . . . at the . . . Theatre via Eagle Lion Films, was discovered at an early age.

When a child, she was already a veteran of long hours before the camera. The man behind the lens was her father who was completely sold on his daughter's film talents long before she was discovered by Selznick and spent long hours training her for a career he knew must come some day.

concentrating on a young actress who was playing a featured role in this production. Shortly thereafter, the young actress was signed to a Selznick contract and was on her way to the United States. Two years later ecstatic reviews were greeting her first American picture, "Intermezzo," and the name of Ingrid Bergman was headed for a place among the screen's immortals.

Ever since the release of "Intermezzo," a constant stream of letters from moviegoers has been requesting an opportunity to see Ingrid Bergman in "Intermezzo" again. In response to this demand the picture will be re-shown locally starting . . . at the . . . Theatre via Eagle Lion Films.

Won High Rating

Not only has "Intermezzo" lived long in the memories of movie fans but it has also won high rating on many lists of all-time best films. This is a tribute to Selznick, Miss Bergman, co-star Leslie Howard, featured players Cecil Kellaway and Edna Best and Director Gregory Ratoff.

The reasons for the high rating achieved by "Intermezzo" vary according to the nature of the fans and critics who praise it. One may speak of the tender yet passionate romance between Miss Bergman and Howard. Another cites the lovely music which was made into a song which swept the country. Another speaks of Howard's famed scene as his young daughter lies between life and death as one of the greatest pieces of screen acting.

Everyone, however, agrees that "Intermezzo" offers Miss Bergman an actress' dream role. She has the chance to exhibit every facet of her varied acting talents. She is sad, gay, tender, excited, romantic, furious—in short she is Ingrid Bergman at her best, say the critics.

Miss Bergman evidently agrees with the critics for in a recent newspaper interview she stated that "Intermezzo" is still her personal favorite despite one of the longest strings of more recent hits in Hollywood annals.

THE CAST

| | |
|-----------|---------------------|
| Holger | Leslie Howard |
| Anita | Ingrid Bergman |
| Margit | Edna Best |
| Thomas | John Halliday |
| Charles | Cecil Kellaway |
| Greta | Enid Bennett |
| Ann Marie | Ann Todd |
| Eric | Douglas Scott |
| Emma | Eleanor Wesselhoeft |
| Marianne | Marie Flynn |

THE CREDITS

David O. Selznick presents "Intermezzo," starring Ingrid Bergman and Leslie Howard. Produced by David O. Selznick. Associate Producer, Leslie Howard. Directed by Gregory Ratoff. Screenplay by George O'Neil from the original scenario by Gosta Stevens and Gustav Molander. Photographed by Gregg Toland. Music directed by Lou Forbes. Art direction, Lyle Wheeler. Interior Decoration, Casey Roberts. Ingrid Bergman's costumes by Irene Travis Banton. Assistant Director, Walter Mayo. An SRO release. Distributed by Eagle Lion Films.

STORY TREATMENT

(Not for Publication)

"INTERMEZZO" is the poignant tale of a great romance shadowed by tragedy. The lovers are Leslie Howard, married and a world-famed concert violinist, and Ingrid Bergman who is Howard's daughter's music teacher.

The story moves from New York to Stockholm to France and to the Isle of Capri as Howard and Miss Bergman seek to escape Howard's responsibilities and work out their destinies.

The manner in which this seemingly impossible situation resolves itself makes "Intermezzo" one of the screen's acknowledged great love stories.

'Two-Faced' Ratoff Tough While Acting, Tender As Director

The tough Foreign Legion sergeant of "Under Two Flags" and the director picked by David O. Selznick to pilot Ingrid Bergman's first American picture, "Intermezzo," are both named Gregory Ratoff. And, what's more, they're both the same guy.

"Intermezzo," opening . . . at the . . . Theatre via Eagle Lion re-release, was a great challenge to Ratoff's directorial talents. Miss Bergman had been groomed for stardom by Selznick for two years. He staked her career on this film. If the picture had failed Miss Bergman would doubtlessly have been relegated to the obscurity which overtakes so many other much-publicized "imports."

Won Repeat Assignment

But Ratoff met the challenge successfully and elicited from Ingrid a performance still considered by many able critics to be her best. So widespread was the chorus of praise that Ratoff also won the directorial assignment on Ingrid's next film, "Adam Had Four Sons," which was made by Robert Sherwood for Columbia release.

Ratoff has had a lengthy series of successful films since then and was selected by Edward Small to produce and direct "Black Magic" which was made in Italy.

His work in Italy should have reminded Ratoff of "Intermezzo" since a large portion of that film was set on the Isle of Capri.

'Intermezzo' Returning To Local Film House

David O. Selznick's poignant film romance "Intermezzo," starring Ingrid Bergman and Leslie Howard, opens . . . at the . . . Theatre via Eagle Lion Films re-release.

Still Miss Bergman's favorite film, according to the Academy Award-winning actress, "Intermezzo" tells the love story of a world-famous violinist and a youthful pianist, portrayed by Miss Bergman.

"Intermezzo" has won fame on two counts: it was Miss Bergman's first American film and it introduced the poignant title melody which is still popular.



Mat 2A
INGRID BERGMAN and LESLIE HOWARD in a scene from David O. Selznick's "INTERMEZZO," romantic film classic, which opens . . . at the . . . Theatre via Eagle Lion Films. Cecil Kellaway, Edna Best and Ann Todd head the supporting cast.

**BERGMAN
IN LOVE...**



Defying a scornful world . . . She fled across a continent to fulfill the turbulent emotions unleashed in her heart!

DAVID O. SELZNICK'S
INTERMEZZO

Starring **INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release • Distributed by Eagle Lion Films

T H E A T R E

2 Col. Ad Mat 203—160 lines

INGRID BERGMAN

DRAMATIC . . .
DEFIANT . . .
COMPLETELY
IN LOVE!



"Let the world cry 'shame' . . .
I love him . . . I'll always love him!"

DAVID O. SELZNICK'S
INTERMEZZO

Starring
**INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release • Distributed by Eagle Lion Films

T H E A T R E

2 Col. Ad Mat 204—200 lines

BERGMAN



DAVID O. SELZNICK'S
INTERMEZZO

Starring
**INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release
Distributed by Eagle Lion Films

T H E A T R E


1 Col. Ad Mat 103—65 lines

BERGMAN
DAVID O. SELZNICK'S
INTERMEZZO

Starring
**INGRID BERGMAN
LESLIE HOWARD**
An SRO Release • Distributed by Eagle Lion Films

Col. Ad Mat 101—16 lines

**BERGMAN'S
BEST!**



INCOMPARABLE INGRID . . .
in a bold and tempestuous
love story!


DAVID O. SELZNICK'S
INTERMEZZO

Starring
**INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release
Distributed by Eagle Lion Films

T H E A T R E

1 Col. Ad Mat 104—89 lines

BERGMAN THE MAGNIFICENT . . .



DAVID O. SELZNICK'S
INTERMEZZO

Starring
**INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release
Distributed by Eagle Lion Films

2 Col. Ad Mat 201—40 lines

SEE FRONT COVER
FOR 3 COL. AD
MAT 301—
333 LINES

BERGMAN



DAVID O. SELZNICK'S
INTERMEZZO

Starring
INGRID BERGMAN • LESLIE HOWARD
An SRO Release • Distributed by Eagle Lion Films

T H E A T R E

1 Col. Ad Mat 102—40 lines

BERGMAN...



DEFYING THE
WORLD TO
SHARE A LOVE
THAT HAD NO
RIGHT TO BE!

DAVID O. SELZNICK'S
INTERMEZZO

Starring
**INGRID BERGMAN
LESLIE HOWARD**
Directed by GREGORY RATOFF
An SRO Release • Distributed by Eagle Lion Films

T H E A T R E

2 Col. Ad Mat 202—100 lines

Posters



THREE-SHEET



INSERT CARD



ONE-SHEET



SIX-SHEET

Lobbies



22 x 28



22 x 28

Order Accessories and 11x14 Lobby Sets from National Screen Service

SPECIAL COMBINATION ADS

FOR THE TWIN ALL-TIME HIT SHOW
 "INTERMEZZO" AND "SINCE YOU WENT AWAY"

2 All-Time Hits!

BERGMAN'S BEST!



INCOMPARABLE INGRID...
in a bold and tempestuous love story!

DAVID O. SELZNICK'S
INTERMEZZO
 Starring INGRID BERGMAN
 LESLIE HOWARD
 Directed by GREGORY RATOFF

The Year's Biggest Bargain Bill!

DAVID O. SELZNICK
presents
 Claudette COLBERT
 Jennifer JONES
 Joseph COTTEN
 Shirley TEMPLE
 Monty WOOLLEY
 Lionel BARRYMORE
 Robert WALKER
 Guy MADISON

"Since You Went Away"

An SRO Release • Distributed by EAGLE LION FILMS

2 Col. Ad Mat 201 A — 122 lines

2 All-Time Hits!

INTERMEZZO
 Starring INGRID BERGMAN
 LESLIE HOWARD

DAVID O. SELZNICK
presents
 the sensational eight star hit
"Since You Went Away"

An SRO Release • Distributed by EAGLE LION FILMS

1 Col. Ad Mat 101 A — 30 lines

INTERMEZZO

2 TOP HITS!

"Since You Went Away"

An SRO Release • Distributed by EAGLE LION FILMS

1 Col. Ad Mat 102 A — 16 lines

BERGMAN



DAVID O. SELZNICK'S
INTERMEZZO
 Starring INGRID BERGMAN • LESLIE HOWARD
 Directed by GREGORY RATOFF

David O. Selznick
presents

2 TOP HITS!

Claudette COLBERT
 Jennifer JONES
 Joseph COTTEN
 Shirley TEMPLE
 Monty WOOLLEY
 Lionel BARRYMORE
 Robert WALKER
 Guy MADISON

"Since You Went Away"

An SRO Release • Distributed by EAGLE LION FILMS

1 Col. Ad Mat 104 A — 100 lines

BERGMAN...



DEFYING THE WORLD TO SHARE A LOVE THAT HAD NO RIGHT TO BE!

DAVID O. SELZNICK'S
INTERMEZZO
 Starring INGRID BERGMAN • LESLIE HOWARD
 Directed by GREGORY RATOFF

2 GREAT HITS!
 Romance ... Drama ... Spectacle!

DAVID O. SELZNICK *presents*

| | | | | |
|-----------|----------|---------|---------|---------|
| CLAUDETTE | JENNIFER | JOSEPH | SHIRLEY | MONTY |
| COLBERT | JONES | COTTEN | TEMPLE | WOOLLEY |
| LIONEL | ROBERT | GUY | | |
| BARRYMORE | WALKER | MADISON | | |

"Since You Went Away"

An SRO Release • Distributed by EAGLE LION FILMS

2 Col. Ad Mat 202 A — 144 lines

BERGMAN



DAVID O. SELZNICK'S
INTERMEZZO
 Starring INGRID BERGMAN • LESLIE HOWARD

The Season's Greatest 2 HIT SHOW!

DAVID O. SELZNICK *presents*

"Since You Went Away"

Claudette COLBERT
 Jennifer JONES
 Joseph COTTEN
 Shirley TEMPLE
 Monty WOOLLEY
 Lionel BARRYMORE
 Robert WALKER
 Guy MADISON

An SRO Release • Distributed by EAGLE LION FILMS

1 Col. Ad Mat 103 A — 65 lines

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Center for Film and Theater Research.**

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